Art works

A quarterly publication of the Cultural Council of Santa Cruz County

Fall 1999

cultural council santa cruz county

LOOKING **forward**

OPEN STUDIOS CELEBRATES ITS 15TH YEAR!

Marilyn Kuksht, Sculptor

Open Studios '99 is around the corner! Mark your calendar and invite an art-loving friend along — from near or far — for three exciting weekends of marathon touring of Santa Cruz artists' studios. South County studios will be open the weekend of October 2-3; North County studios October 9-10. Encore weekend, October 16-17, opens up about 70% of the artists' studios across the entire county. The hours are 11 a.m. to 6 p.m.

Open Studios is your special invitation to peek inside artists' studios to see and purchase a wider array of original work by individual artists than any other venue. Each studio affords a glimpse at the art-making process — how, where and why art is created. Whether art is made on the kitchen table, in a converted warehouse, or in an idyllic cottage in the woods, Open Studios opens up the private world of artists to the public. It's also fascinating to see what artists surround themselves with for inspiration — their gardens, their collections, even what they tack on their bulletin boards. Their environments are inevitably creative places in themselves.

Open Studios is a multi-dimensional experience, enhanced by the geographical diversity of our county — from the redwoods to the sea to the countryside of South County. The experience is energizing and can stimulate your own creative juices. Most importantly, Open Studios offers an opportunity to find high quality fine art and craft to add to your own collection, as well as unique gifts for friends and family. Understanding how the work is created and making a connection with the artist enriches the

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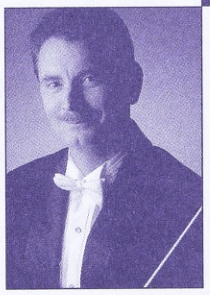
Gene Holtan, Painter

The popular calendar sold out quickly last year, so buy yours early.

WHAT'S **inside**



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John Larry Granger, Symphony Music Director

Our Mission

To support and encourage existing and new cultural and educational activities in Santa Cruz County and surrounding areas.

1999-2000
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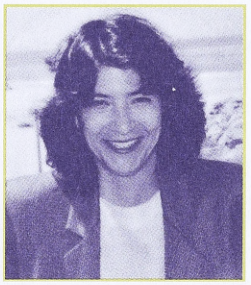
PRESIDENT'S MESSAGE

TACKLING A NEW STRATEGIC & ORGANIZATIONAL PLAN



Lee Slaff
PRESIDENT

Greetings to all friends and members of the Cultural Council. Many of you may already know me as a longtime board member. I look forward to meeting more of you during my tenure as Board President. I invite your comments and participation throughout the year.

Many of you are aware of the phenomenal growth of the Cultural Council over the last few years. The SPECTRA and SPECTRA Plus programs have grown exponentially under the leadership of Past Presidents Sue Struck and Gina Koshland. With the generous support of the Packard Foundation, the Arts Education Network is also hosted by the Cultural Council. This multi-tasked, information-sharing network provides support for school district administrators, principals and curriculum directors working in conjunction with the County Office of Education. The AEN provides workshops on arts curriculum, standards adoption and assessment, and school needs assessments, in addition to training and support for artists, both SPECTRA and those hired directly by the schools. Through dialog that develops during the 1999 Summer Institute, a format for linking schools effectively with arts organizations will emerge.

"...get involoved in whatever aspect of this work you feel most passionate about."

The Cultural Action Plan, to be completed this September, has been an exciting process in which many of the areas' leaders in the arts have participated. (See article on opposite page.) This new plan will replace the first Cultural Action Plan made in Santa

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OPEN STUDIOS CELEBRATES ITS 15TH YEAR

Continued from page 1—

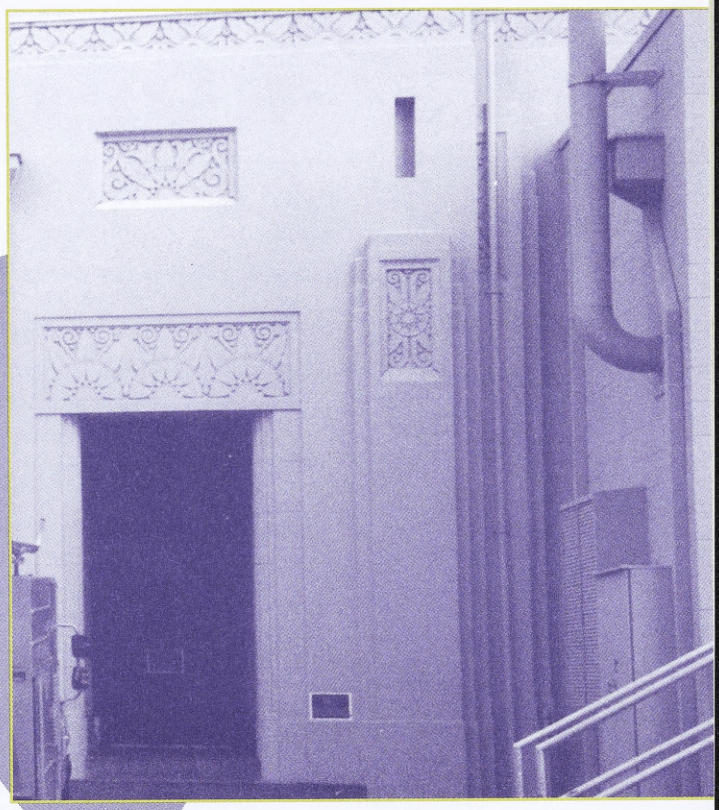
experience of purchasing art.

The self-guided art tour is easy to do because the visitor is entirely in charge of where to go and whom to see — starting with the exciting color catalog/calendar and brightly colored signs that serve as your guides. And there is, of course, the Preview Exhibit at the Santa Cruz Art League, where an example of each artist's work is on display. The popular $15 catalog, available by mid-September, contains a color image of artwork by all 267 artists in this year's event. It sold out quickly last year (it makes a great gift, as well as being your tour guide and a fun 15-month calendar), so buy yours early from one of the many outlets in and out of the county, or order one directly from the Cultural Council. Call (831) 688-5399 for catalog information.

Remember to fill out a Visitor Survey to give us your feedback about the event. You can pick one up at any of the studios, fill it out and return it to the Cultural Council. Your Survey will be entered in a drawing to win $200 worth of art from your Open Studios '99 artist of choice. ✦

CULTURAL ACTION PLAN

Several key recommendations to support arts and culture in our County are laid out in the new Cultural Action Plan, the result of the work of more than 80 people over 18 months. The Cultural Council will play a key role in implementation of the plan and will work closely with a special implementation team drawn from the planning process, the Cultural Council and the community. Trink Praxel, Cultural Council Vice President and Bruce Van Allen of the William James Association will serve as co-chairs of the implementation team.



Future Watsonville Community Cultural Center

KEY/OVERARCHING RECOMMENDATIONS:

The rich history and multi-cultural diversity of Santa Cruz County are great strengths, and the core of our community identity. Actions taken in support of arts and culture MUST equitably support all peoples of all ages to preserve and enhance this diversity for generations to follow.

Santa Cruz County should:

1. Invest in a geographically distributed array of renovated, existing and new community-based facilities to serve the creation, promotion, teaching, support and enjoyment of all cultural expression;
2. Renew the mission and leadership of the Cultural Council as the primary agent to support and cultivate arts and culture in Santa Cruz County. The Cultural Council should:
   a. Re-examine the balance between arts education programs and support for artists and cultural organizations.
   b. Focus resources and leadership on countywide cultural advocacy to increase arts funding.
   c. Develop leadership capacity.
   d. Lead and track ongoing Cultural Plan implementation.
3. Increase arts and cultural funding so that the arts for all ages and all peoples can continue to thrive and contribute to Santa Cruz' unique quality of life:
   a. Initiate a cultural endowment fund to stimulate new funding for core support of the arts.
   b. Explore public support for a broad public funding measure and build a viable proposal around the need to secure and preserve cultural space and infrastructure.
   c. Develop mechanisms to increase business funding of arts and culture.
4. Create a centralized arts marketing infrastructure to promote the cultural community, develop local audiences, increase earned income and lay the foundation for cultural tourism by building strategic alliances.
5. Convene a countywide youth task force to recommend a system of high quality, year-round, consistent arts and cultural programming to serve children and youth of the County.
6. Develop and provide consistent technical assistance and management support to artists and arts organizations through an arts support center.
7. Implement existing public art plans and ordinances for Santa Cruz County and the City of Santa Cruz more vigorously and launch advocacy efforts in other incorporated cities to create public art plans, ordinances and mechanisms countywide. ✦

Actions taken in support of arts and culture MUST equitably support all peoples of all ages...

1999 - 2000

COMMUNITY

PROFILE

AN INTERVIEW WITH CARMEN LEON, ARTIST

Carmen Leon is a bilingual master SPECTRA artist/teacher and presenter for teachers and artists alike. She has frequently participated in Open Studios. Carmen is a painter, watercolorist, and muralist. She lives in Rio Del Mar with her husband, Leon. They have a daughter Lise, 32 and a son, Damien, 18. She is currently working through the SPECTRA Partners program with students at Ohlone Elementary. Carmen has been prolific in creating murals throughout the county. Her latest mural is at Bradley Elementary School. Carmen says seventy five percent of her murals were conceived and painted by her students. The mural at Hall Elementary, for instance, was created during the Cold War when tensions were great between the United States and Russia. The mural depicts students from two separate continents connected by a bridge over which children from America crossed with flowers to present to their Russian counterparts.

How Have the Arts Influenced You?
The arts are so close to me, I can't imagine my life without them. My love for art began in early childhood. At 7 or 8, I remember dreaming of becoming an artist. I would look at illustrations in children's books and would be fascinated by the visual imagery. Art feeds my soul.

What Prompted Your Involvement With the Agency?
I served as a community volunteer in arts education through the California Arts Council before the Cultural Council was formed in 1979. I have been involved with the Cultural Council as a SPECTRA artist since 1985.

What Would Be Your Dream For The Arts In Our Community If Money Were No Object? What Should Be A Top Priority For Arts In Our County?
I would like museums, art centers and arts instruction easily available to all children without regard to socio-economic background. I'd like art to be a part of everyday life without restrictions of time or funding.

"Art feeds my soul."

What Impact Do You Think That The Cultural Council Has On Arts In Our Community?
If the Cultural Council had not been founded, this community would be sad and arts impoverished. It is a privilege to live in a community with an arts organization that has such a rich impact on the lives of its community. ✦

WISH LIST

If you are receiving this newsletter, you are probably a proponent of the arts. Perhaps you are not in a position to contribute financially to the Cultural Council, yet you do have services or equipment you are willing to offer. We have recently expanded our offices to the adjacent space, with a meeting room/gallery now occupying our former offices. Following is our wish list of items that could benefit the operations and would be greatly appreciated. Your inkind contributions are tax deductible; we will gladly provide you with a written receipt acknowledging your donation for tax purposes. A great big THANK YOU to all our donors for cash, services, your time, equipment and supplies. And a special thank you to **Seagate Technologies** for donating a heavy duty copying machine, furniture and wonderful matching work stations for our expanded offices. We can't do what we do without all of YOU AND YOUR SUPPORT!

PC LASER PRINTERS • CONFERENCE ROOM CHAIRS • COLOR COPY MACHINE • PC LAPTOP COMPUTER (FOR MINUTE TAKING) **• DIGITAL CAMERA • PC ZIP DRIVES • PC AND MAC ZIP DISKS**

ARTS ASSESSMENT LEADS TO IMPROVED INSTRUCTION

ASSESSMENT IN THE ARTS — HOW CAN IT BE DONE?

Arts education assessment, utilizing diverse standard and portfolio methods, will provide feedback to students, parents and administrators and useful information to districts as they develop plans for art education programs. But how in the world can we assess artistic growth?

This is exactly the question a group of arts educators from districts all over the county are addressing. Last year, Santa Cruz County was one of three pilot assessment sites of the State Department of Education. A group of 25 arts teachers worked on developing an Arts Achievement Test. The test questions were tried out with thousands of fourth and eighth graders throughout the county in May, 1999. After the items are statistically analyzed, a final test will be constructed and available this fall for schools to use as a baseline measure of student knowledge in each of the four arts disciplines. It is a multiple-choice test constructed on a matrix format, which will provide useful information to schools in planning the growth of their arts programs.

With help from the Cultural Council staff and consultants, both Santa Cruz City School District and Pajaro Valley Unified School District have received grants from the state to begin arts program planning and develop arts standards. Task forces will be convened in each district to do this work. The County Office of Education also received grant money to provide leadership to the county's districts as they begin the process of arts standards adoption. Cultural Council Arts Education Director Liz Lindsley will coordinate this process. Meanwhile, a group of key arts instructors will undertake the job of developing more authentic measures of student progress in the arts. Scoring rubrics developed by teachers and students themselves will be applied to student work samples.

Teachers constantly assess their students' abilities as they plan instruction. This new focus on arts assessment is an opportunity for teachers within our community to improve their practice in arts instruction. It will also allow students to reflect on their own work and should eventually provide parents with a clearer picture of what their children are learning in the arts. ✦

BRAIN TEASER

(From the pilot arts assessment test)

The place where the audience is seated in a theater is called:
a. backstage
b. the wings
c. the apron
d. the house

A waltz is done in:
a. 6/8 time
b. 3/4 time
c. 2/4 time
d. 11/12 time

Which is the most active part of the body in Mexican folkloric dance?
a. feet
b. head
c. hips
d. torso

The classical string quartet is composed of which instruments?
a. violin, viola, guitar and bass
b. violin, viola, cello and bass
c. violin, cello, harp and piano
d. two violins, viola and cello

A violin is an instrument with:
a. Twelve frets and six strings
b. Five strings and a fretless fingerboard
c. Four strings
d. Ten frets and four strings

Which one of these is a primary color?
a. Orange
b. Yellow
c. Green
d. Violet

How does Georgia O'Keefe achieve a variety when using so few colors?
a. By using tints and shades
b. Using value to show space
c. Creating flat surfaces
d. By using a lot of texture

PRESIDENT'S MESSAGE *Continued from page 2—*

Cruz County twenty years ago which spawned the creation of the Cultural Council. The Cultural Council has been intimately involved in this process and will continue to work on its implementation over the next several years. This document will provide a blueprint for future growth and enhanced cooperation between many successful Santa Cruz County organizations. Funded by the Packard Foundation, the planning process was undertaken jointly by the Cultural Council and the Community Foundation and co-chaired by Nancy Giberson and Sue Struck. Many thanks to all who have participated.

Through recommendations made in the cultural planning process and changes inspired by its own growth, the Cultural Council is challenged with restructuring to meet its present and anticipated future needs. We will be working on new strategic and organizational plans to tackle this challenge.

I am honored to be incoming president at this exciting time. I invite each one of you to get involved in whatever aspect of this work you feel most passionate about. I firmly believe that the broadest participation will yield the best results. And with the scope of the Cultural Council's work there is surely a place for everyone! ✦

LOCAL ARTISTS

GRANTS PROFILE

The Santa Cruz County Symphony, Anchor Grantee

Maestro Granger, pianist Aaron Miller and the orchestra performing Schumann's Piano Concerto in A minor for a delighted audience.

The Santa Cruz County Symphony communicates through musical excellence in performance and education to our diverse community. Their "Classic Series" consists of six orchestral performances running September - May, held at their home venue, the Santa Cruz Civic Auditorium, and directed by John Larry Granger. The "Encore Series" consists of three repeat Sunday matinee performances at the Henry J. Mello Theatre in Watsonville. "Young People's Concerts" (two each at aforementioned venues) are free to all 4th and 5th grade children throughout the County, and includes an in-class component. They also present a "Family Concert" and the free outdoor Pops concert on Father's Day, "Pops for Pops." For further information or tickets, call them at 462-0553. ✦

"Imagine having Einstein talk to you, or Ghandi. In a concert, Mozart and Bach are talking to you. It's the best of them communicating with you through time and space." — *Yo Yo Ma*

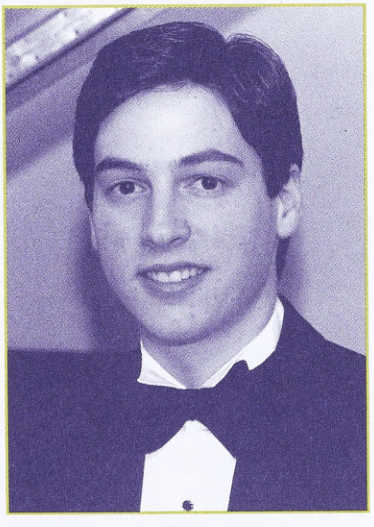
AUTUMN IS GRANT MAKING TIME!

The Cultural Council's Grants Panel spends many hours in the fall reviewing, interviewing and awarding grants in the three categories of Project, Program and Anchor Grants. The Grants Panel is composed of professional artists in dance, music, theater, visual arts and media, as well as community representatives.

Project Grants are available for groups or individuals, and support well-planned, quality, short-term arts projects that respond to, and serve, the needs and interests of Santa Cruz County. Project Grant Applications are due in mid-September for projects starting after October 1, 1999. For more information, or to request a copy of the Project Grant Application, call the Cultural Council at 688-5399.

Program and Anchor Grant Applications are due in October. Anchor Grants provide operating support for our cultural institutions. Program Grants support quality, ongoing arts programming, such as a series of concerts or plays, or an arts center with year-round programs. Applicants must have the arts as their only mission and must be tax-exempt.

Ethnic Arts Development Grants, to strengthen organizations and enhance their ability to provide quality artistic programs, will be available in the spring. ✦



Pianist Aaron Miller

SAVE THE DATE

Project Grants Deadline is September 8

WHAT YOU CAN DO TO SUPPORT THE ARTS

- Attend performances and art workshops offered in our community. Performances listed **on the back page**.
- Make art yourself.
- Encourage your children to make art.
- Display your child's artwork.
- Make positive comments to your children when they show you their artwork.
- Encourage your children to draw and paint trees that are orange, purple or other favorite colors.
- Read a book or article about how the arts teach us about our humanity.
- Buy an Open Studios catalog for yourself and several as gifts.
- Attend the Open Studios tour. Bring your family and friends along.
- Buy local artwork.
- Get involved in the Cultural Planning Process.
- Serve on your city's arts commission.
- Volunteer at an arts agency like the Cultural Council, the Santa Cruz Art League, Pajaro Valley Arts Council, Santa Cruz Mountains Art Center or many others.

- Visit an art gallery or museum with your child, family member or friend.
- Attend school board meetings when arts funding will be discussed and share your support of the arts.
- Make a donation of money, time, equipment or services to the arts group of your choice. **See wish list** (page 4) to keep the Cultural Council office functioning well.

SAVE THE DATE
Open Studios '99
October 2–3; October 9–10; October 16–17

PROGRAMS & SERVICES

CULTURAL COUNCIL OF SANTA CRUZ COUNTY

COUNCIL ASSOCIATES

ETHNOFETE

GRANTS
- Anchor Grants
- Cultural Equity Initiative Grants
- Ethnic Arts Development Grants
- Program Grants
- Project Grants

SPECTRA ARTS IN EDUCATION
- Basic SPECTRA
- SPECTRA Partners
- SPECTRA Plus
- Family Art Nights
- Artistically Talented Program
- Summer Teacher Institute
- Artist Recruiting and Placement
- Artists Contracts and Payroll
- Professional Development
- **spectracruz.com website**

ARTS EDUCATION NETWORK
- Arts Education Planning Consultations
- Arts Program Implementation Workshops
- Arts Education Resource Library
- Arts Curriculum
- Student Assessment
- Sharing of Exemplary Practices
- Professional Development for Arts Teachers

HEARTS FOR THE ARTS AUCTION

OPEN STUDIOS TOURS

CULTURAL FACILITIES DEVELOPMENT

cultural council santa cruz county
7960 Soquel Drive, Suite "I"
Aptos, California
95003-3990
T: 831-688-5399
F: 831-688-2208
email: ccscc@got.net
http://www.ccscc.org
http://www.spectracruz.com

cultural council
santa cruz county
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aptos, ca 95003-3990

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SPECTRA PROGRAM ASSISTANT: Halle Evans

PROGRAMS ASSISTANT: Julie Porcella

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KINDERTRANSPORT

ACTOR'S THEATER

September 17 – October 10
Santa Cruz

NEWSLETTER EDITOR: Mary Peterson
DESIGN: Graciela Hernandez
PRODUCTION: Chris Greenwood
PRINTING: Watsonville Press

CULTURAL COUNCIL **calendar**

August 27 – October 2
"SINGING IN THE RAIN"
Mountain Community Theater*
MCT's Youth Production adaptation of the classic Broadway musical. Fri & Sat: 8 p.m., Sun: 2 p.m. Park Hall, Ben Lomond 336-4777

September 17 – October 10
"KINDERTRANSPORT"
Friends of Gus*
This provocative drama moves between Germany in 1939 and England in the 1980's to tell the story of a child's journey, a daughter's discovery, a mother's courage, and a woman's attempt to bury her past. Actors' Theater, Fri & Sat: 8 p.m., Sun: 3 p.m. 457-8469

September 24
"DANCE PERFORMANCE"
Museum of Art & History*
Two performances by Moving & Storage Performance Company/Crash, Burn, and Die Dance Company, known for their highly theatrical productions, with out of the ordinary sets and costumes. 8 & 10 p.m. MAH 429-1964

September 25
"CUADRO FLAMENCO"
Las Ramas*
A concert of traditional and contemporary Spanish flamenco music, song and dance. Kuumbwa Jazz Ctr., 8 p.m.

La Linda, Flamenco Dancer

September 25, 26
"SYMPHONY CONCERT"
Santa Cruz Co. Symphony*
The opening concert for the 1999-2000 seson features works by Ravel, Prokofiev, and Amy Beach. S.C. Civic, 8 p.m. 9/26: Mello Ctr., Wats., 3 p.m. 462-0553

October 9
"SHERRY GLASER"
UCSC Arts & Lectures
Performing Family Secrets, a dramatic one-woman comedy that presents three generations of one family. This critically-acclaimed, award-winning smash hit became Off-Broadway's longest running one-person show. UCSC Perf. Arts Theater, 8 p.m. 459-4058

October 15
"ALI AKBAR KHAN"
UCSC Arts & Lectures
One of today's most accomplished Indian Classical musicians. Considered a "National Living Treasure" in India, he is admired by both Eastern and Western musicians for his brilliant compositions and his mastery of the 25-stringed sarod. UCSC Recital Hall, 8 p.m. 459-4058

November 6
"SYMPHONY CONCERT II"
S.C. Co. Symphony*
Featuring works by Schubert, Mozart, and Copeland. S.C. Civic, 8 p.m. 462-0553

* *denotes grantee of the Cultural Council of Santa Cruz County*